

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 CIAE-00 INR-10 LAB-04

NSAE-00 SP-02 STR-07 TRSE-00 FRB-01 OMB-01 /044 W

-----043406 191120Z /20

P R 181140Z MAR 78

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC PRIORITY 1422

INFO AMEMBASSY ABU DHABI

AMEMBASSY CAIRO

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

UNCLAS JIDDA 2038

E.O. 11652: N/A

TAGS: BEXP, XB, XM, XT

SUBJ: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR INDUSTRY-
MARKET RESEARCH REQUEST

REF: STATE 65524

1. IN RESPONSE TO PARA 3 OF REFTEL:

A. POST COULD COMPLETE STUDY BY JUNE 5, 1978 RE FOOT-
WEAR BUT SUGGEST THAT RESULTS MAY NOT BE WORTH THE EFFERT.

A GREAT PART OF THE LOCAL POPULATION, ESTIMATED AT 4.5 TO
6.5 MILLION, WEARS SANDALS. THIS INCLUDES THE MIDDLE CLASS
AND MODERATELY WEALTHY ELEMENTS.

B. WE DO NOT BELIEVE THERE IS NECESSITY FOR CONTRACTING
OUT ANY PORTION OF STUDY.

C. THREE TRADE MISSIONS VISITS BETWEEN NOW AND MAY
15 ARE THE CAUSE FOR THE DELAY OF ONE MONTH AS NOTED
ABOVE.

2. DUE TO PAUCITY OF ANY RELIABLE STATISTICS REGARDING
PRODUCTION (MOSTLY BY SMALL TRADESMEN), AGE GROUP
DISTRIBUTION OF POPULATION, DUBIOUS IMPORTS FROM PLACES

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LIKE KUWAIT AND BAHRAIN WHICH ARE MOST PROBABLY RE-
EXPORTS OF PEOPLE'S REPUBLIC OF CHINA ORIGINED GOODS,
MULTITUDE OF SMALL RETAILERS AND PEDDLERS WHICH DOMINATE
MARKET AND PRACTICALLY NO PRODUCTION IN THE SENSE UNDER-
STOOD IN INDUSTRIAL COUNTRIES, SPECIFICS OF THE DATA
REQUESTED IN PARA 4 MAY BE IMPOSSIBLE TO OBTAIN FOR THE
MOST PART. FOREIGN TRADE DATA IS ONLY AVAILABLE FOR 1976.

FOOTWEAR DUTIES (20 PERCENT AD VALOREM) REPRESENT A TARIFF
PROTECTIVE OF NUMEROUS SMALL LOCAL PRODUCERS.

3. EMBASSY WILL ATTEMPT TO GIVE BEST EFFORTS TO ASSIST
U.S. FOOTWEAR INDUSTRY , BUT FEARS THAT MOST OF INFO
REQUIRED FOR RESEARCH WILL NOT BE AVAILABLE.
WILEY

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